



**Position Title:** Media Relations Officer

**Department:** Strategic Communications and Marketing

**New Position**

**Date:** 12/05/2017

**Change to Existing Position**

**Reports to (position):**

Public Affairs Manager

**Positions that report to this position:**

None

**Name of present incumbent (if applicable):**

**PRIMARY PURPOSE OF THE POSITION:**

To serve, support and monitor media outlets that produce greyhound (racing or welfare) related content in order to ensure the GRV Marketing and Communications objectives are met and the brand of greyhound racing and welfare is enhanced. Enhance the public perception of greyhound racing, welfare and GRV by working with internal departments to deliver accurate and timely industry communications.

**SCOPE:**

As part of the Strategic Communications team, the Media Relations Officer (MRO) works closely with the Public Affairs Manager to deal with the sourcing, creation and dissemination of information. This includes fostering relationships with media and contributing to strategies that will ensure GRV's messaging is consistently and effectively delivered across all media.

In conjunction with the Strategic Communications Unit, the MRO will also work with greyhound racing clubs, GRV's corporate and community partners and regional media, to maximise media opportunities and effectiveness.

**FREEDOM TO ACT / DECISION MAKING:**

Without referral to manager

- Assist with the development of plans with wider Strategic Communications and Marketing team
- Assist with the planning of proactive GRV communications with media outlets

After consultation with manager or others

- Responding to routine media enquiries and liaison with internal stakeholders
- Assisting with the management of media issues
- Suggestion of improvements to services provided to media

Referred to manager or others

- Budget expenses
- Advertising requests from media outlets
- Overall event planning for key GRV initiatives

KEY RESULT AREA	ACCOUNTABILITY / ACTIVITY	KEY PERFORMANCE INDICATOR
<i>Area of Focus</i>	<i>What activities are you responsible for?</i>	<i>How will you measure success</i>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Provide general servicing of, and support to, the media to enhance networks, promote GRV, greyhound racing &amp; welfare positively and provide excellent customer service</li> <li>• Prepare media releases and other communications in conjunction with the Public Affairs Manager, ensuring GRV is projected in a professional and positive light to protect and enhance the greyhound racing/welfare brand</li> <li>• Act as a contact for media enquiries and provide accurate and timely information</li> <li>• Assist with the maintenance of GRV's media monitoring activity and media databases to ensure content is current</li> <li>• Assist with media events including press conferences</li> <li>• Assist with multi-media communication channels to convey information to media, Members and other stakeholders</li> <li>• Liaise with internal stakeholders prior to distribution of media releases to ensure accuracy</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from media on quality of support provided</li> <li>• Efficiency as contact and quality of support</li> <li>• Quality and accuracy of media releases</li> <li>• Quality of stories developed</li> </ul>
<b>Written Communications</b>	<ul style="list-style-type: none"> <li>• Research, write and distribute pro-active and re-active media releases and other relevant communications to keep industry stakeholders informed</li> <li>• Ensure all communications are clear, concise and are presented in a manner consistent with GRV's brand and image</li> <li>• Source, interview and write stories for the Greyhound Monthly magazine.</li> <li>• Source, interview, film and write stories for the GRV internal newsletter.</li> </ul>	<ul style="list-style-type: none"> <li>• Quality and timeliness of communications</li> <li>• Quality and efficiency of disseminated newsworthy items</li> <li>• Accurate information in all speeches</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Assist with annual PR campaigns around key racing, welfare and GRV</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of PR campaign/activity</li> </ul>
<b>Racing Promotion</b>	<ul style="list-style-type: none"> <li>• Provide information about GRV's racing and welfare programs and activities to a range of stakeholders including media, trainers and owners</li> </ul>	<ul style="list-style-type: none"> <li>• Efficiency at assisting with PR and media exposure for GRV initiatives</li> <li>• Timeliness of scheduling and action items delivered</li> </ul>
<b>Relationships</b>	<ul style="list-style-type: none"> <li>• Maintain constructive relationships with Strategic Communications Unit and all employees</li> <li>• Build and maintain positive and effective relationships with external media agencies</li> <li>• Maintain relationships with internal and external industry stakeholders for the benefit of GRV</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of relationships with external media agencies</li> </ul>
<b>Duties</b>	<ul style="list-style-type: none"> <li>• Other duties as reasonably requested from time to time</li> </ul>	
<b>OHS</b>	<ul style="list-style-type: none"> <li>• Maintain a safe working environment in your area of responsibility.</li> <li>• Ensure that OH&amp;S principles and guidelines are adhered to.</li> </ul>	<ul style="list-style-type: none"> <li>• Role model safe work practices ensuring adherence to OHS policy and procedures</li> </ul>

	<ul style="list-style-type: none"> <li>• Report any breach in OH&amp;S. Document any hazard and make suggestions / recommendations for improvements.</li> <li>• Report accidents and injuries and near misses as per GRV Policy and Guidelines.</li> <li>• Provide and maintain so far as is practicable a working environment that is safe and without risk to health.</li> <li>• Take care of your own health and safety and the health and safety of any other person who may be affected by your acts or omissions at the workplace.</li> <li>• Understand responsibilities and accountabilities to yourself and others in accordance with OH&amp;S legislation and GRV policies and promote a working environment that is congruent with these guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>• Report incident/accident/hazard in the workplace in a timely manner</li> <li>• Actively Support and Promote OHS</li> </ul>
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KEY BUSINESS CONTACTS	
EXTERNAL	INTERNAL
Metropolitan and Regional Media	GM – Marketing and Communications
	Public Affairs Manager
	Marketing Manager
	GRV Marketing and Communications Team

PERSON SPECIFICATION	
<i>EDUCATION/QUALIFICATIONS necessary to meet position objectives</i>	
<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Minimum of 3 years' experience in a Media/Marketing role within a fast paced, high volume environment	
	Experience in a government or not-for-profit organisation or statutory body
<i>SKILLS/KNOWLEDGE necessary to meet position objectives</i>	
<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Strong written and verbal communication skills	Strong analytical and problem solving skills
Strong communication and interpersonal skills	Strong project management skills
Effective time management and prioritisation skills	Report writing skills
High level of accuracy and attention to detail	
<i>ATTRIBUTES required to ensure satisfactory performance and cultural fit</i>	
<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Creative	Self Motivated

Team Player	Ability to Multi-task
Writing skills	
Reliable	

EMPLOYMENT CONDITIONS
<ul style="list-style-type: none"> <li>• Terms and conditions of employment are per the current GRV 'Employee Enterprise Agreement'</li> <li>• The GRV environment is a unique and challenging operational environment. It operates weekdays, weekends, day and night hours. GRV employees are bound by a number of regulatory Government requirements. In addition, all staff are required to abide by GRV policies including restricted gambling, greyhound ownership and the Code of Conduct for Victorian Public Sector Employees.</li> <li>• All employment at GRV is subject to a satisfactory police check prior to commencement</li> <li>• All employees at GRV are required to have the right to work in Australia.</li> <li>• All employees are required to comply with OHS statutory obligations.</li> <li>• GRV is an EEO employer.</li> </ul>

SIGNATURE: \_\_\_\_\_ DATE: \_\_/\_\_/\_\_

NAME: \_\_\_\_\_